

The mission of the Office of Mayor-President Sharon Weston Broome is to enhance the quality of life for all residents by focusing on public safety, drainage, transportation, economic development, and efficient delivery of basic services. We will accomplish this mission through bold solutions that are innovative and data-driven.



222 Saint Louis St., 3rd Floor | Baton Rouge, LA 70802

225.389.3100 | www.brla.gov



THE S.M.A.R.T BLUEPRINT

Mayor-President Sharon Weston Broome

Fall 2019

INVESTING IN INFRASTRUCTURE

TRANSPORTATION

Mayor Broome helped secure over \$2 billion in infrastructure investments for Baton Rouge citizens. We are prioritizing infrastructure that will leave a lasting impact for generations to come.

- \$350 million to widen Interstate-10 in Baton Rouge
- \$52 million for Pecue Lane Interchange to connect Women's Hospital to I-10
- \$22.4 million dollars for rehabilitation of over 100 miles of City-Parish roads

DRAINAGE

The need to address drainage has become more acute. Mayor Broome helped secure \$645 million for necessary drainage projects.

- \$343 million to fully fund the Comite River Diversion Canal
- \$255 million to enhance five major tributaries in East Baton Rouge Parish
- \$104 million in Hazard Mitigation funding to improve resiliency



Mayor Broome delivered on her commitment to address traffic congestion in East Baton Rouge Parish with the \$1 billion MoveBR Infrastructure Enhancement & Traffic Mitigation Plan.

- 70 road improvement projects
- Creates 3,000 jobs
- \$255 annual savings to taxpayers
- \$636 million in New Capacity Improvements
- \$170 million in Improvements to Existing Corridors
- \$65.8 million in Community Enhancements
- \$40 million in Advanced Traffic Management Software & Equipment Upgrades



READY & RESILIENT - FLOOD RECOVERY

Mayor Broome made flood recovery a top priority of her administration; the mayor works with Louisiana's Office of Community Development to assist EBR residents in flood recovery efforts.

Mayor Broome brought in new leadership at the Mayor's Office of Homeland Security & Emergency Preparedness (MOHSEP), placing a focus on a "whole community" approach to preparedness, recovery, and mitigation.

Stormwater Master Plan is a 3-year, \$15 million-dollar initiative to evaluate, collect data, and model storm water drainage across City-Parish. The plan will allow the City-Parish to identify critical drainage improvement projects. Funding has been provided through FEMA, with an additional match from OCD.

Federal Hazard Mitigation Funds provides for \$1.2 billion dollars of funding for flood mitigation. There are 25+ projects in the pipeline for these funds.

PRIORITIZING PUBLIC SAFETY & COMMUNITY POLICING

Since the beginning of her administration, Mayor Broome has sought collective leadership around crime prevention and reduction in law enforcement, the community and faith-based organizations. Mayor Broome seeks collaboration based on shared goals and values.

"I firmly believe our collective efforts thus far have built trusting relationships in our community, created new opportunities for positive engagement, and led to a safer and more equitable community. I am so grateful to all those who contribute their time and talents towards being 'peace-makers' for East Baton Rouge, and I commit to continue prioritizing these efforts to meet and exceed the expectations of our citizens." -Mayor Broome

Since hiring Chief Murphy Paul, Mayor Broome has worked in tandem with the Baton Rouge Police Department to implement national best practices and standards for 21st century policing.

Baton Rouge Police Department is Addressing Crime Through a Six-point Strategy Including:

- Analytics & Intelligence
- Resources
- Accountability & Transparency
- Training
- Technology
- Community Engagement

REAL-TIME CRIME CENTER

In 2018, BRPD began building the East Baton Rouge Real-Time Crime Center (RTCC), where all parish law enforcement agencies will share and analyze real-time data to reduce crime.

The goal is to create a technology center that will apply state of the art data driven analytics to generate "precision enforcement" strategies designed to decrease crime and reduces fear of crime while growing public trust by increasing community participation.

Community Policing

Community/Police relations are a key aspect in tackling crime across the parish. Through improved training and engagement, BRPD has had great success in gaining the communities support in solving crime.

Last year, BRPD expanded their outreach, sponsoring more than 350 community events, ranging from bike safety classes to cook-offs.



REVITALIZING OUR COMMUNITIES

ELIMINATING BLIGHT

Operation Fresh Start is part of the Mayor-President’s comprehensive strategy to combat blight in East Baton Rouge Parish. The quarterly effort was kicked off in 2018 and has yielded the following results for the community:

- Disposed of over 400 tons of trash and debris from our community
- Removed over 6,300 illegally dumped tires
- Removed over 3,100 bags of litter
- Filled over 170 potholes
- Removed over 34,000 pounds of broken concrete
- Removed 140 illegally placed signs

Operation Fresh Start provides an opportunity for City-Parish and neighborhood groups to partner and support neighborhood beautification and enhancements.



COMMUNITY DEVELOPMENT IN ACTION

\$30 MILLION CHOICE NEIGHBORHOOD INITIATIVE GRANT

Baton Rouge was selected by the US Department of Housing and Urban Development (HUD) to receive a \$30 million Choice Neighborhoods grant to invigorate and rejuvenate the neighborhoods of Smiley Heights and Melrose East.

PLANK ROAD MASTER PLAN

In partnership with Build Baton Rouge, the final stages of the Plank Rd master plan are in development to grow commerce and access to jobs, build neighborhood institutions, and strengthen the infrastructure in the Plank Rd Corridor.

ST. VINCENT DE PAUL CREATING NEW \$1 MILLION SPACE TO AID BR’S HOMELESS

In May 2019, the Society of St. Vincent de Paul broke ground on a \$1 million expansion of its shelter that will provide more beds to those in need during hurricanes, floods, overnight freezes, and other conditions.

INVESTAR BANK BUILDING NEW HOMES IN NORTH BATON ROUGE GRACIE SUBDIVISION

Mayor Broome’s call-to-action for public-private partnerships led Investar Bank to announce their purchase of land in North Baton Rouge. Their purchase is a part of their unique approach to increasing homeownership in historically underserved areas.

COMMUNITY REVITALIZATION

In September 2019, Mayor Broome allocated approximately \$7.2 million to organizations that help low- and moderate-income residents with shelter, basic needs, housing rehabilitation, employment skills, and other supportive services.



ACCELERATING OUR ECONOMY

Under Mayor Broome’s leadership, our economic outlook is strong with more than 5,000 new jobs projected within the next 18 months. This growth will be fueled by a combination of expansion projects and new investors entering our market in the areas of Oil/Gas, Infrastructure, Healthcare, Retail, and Technology.

Mayor Broome is equally committed to nurturing and growing small businesses with a special interest in those owned by women, minorities, and veterans.

SMALL BUSINESS GROWTH

eBay Retail Revival: In 2019, e-commerce company eBay selected Baton Rouge for its Retail Revival program. The company will partner with a number of small businesses for one year to coach them in how to best utilize the online marketplace. eBay hopes to expand these businesses so their products and services can reach customers around the world.

EQUITY IN BUSINESS

Baton Rouge Procurement Opportunity Partnership (BR-POP): A program designed to establish a pipeline with some of the parish’s leading private businesses and its major universities to procure goods and services from local companies, especially those that have historically been disadvantaged.

Disparity Study: In Fall 2018, Mayor Broome engaged Keen Independent Research to determine whether there is a level playing field for minority- and women-owned firms and other small businesses in the local marketplace. The disparity study will provide data about marketplace conditions, disparities in City-Parish contracting, and insights from interviews, focus groups, surveys, and public meetings with business owners and the public.

NEW JOBS

IBM Client Innovation Center: In 2019, IBM’s Client Innovation Center met its 800 job hiring goal as part of a 17-year, \$147 million incentive program.

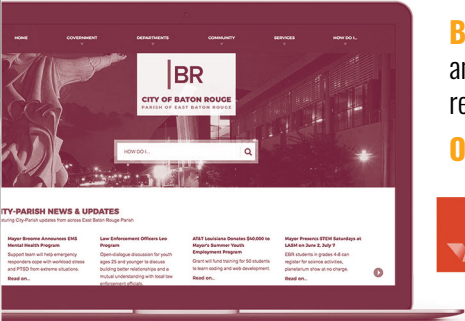
Exxon Expansion: ExxonMobil chose North Baton Rouge for its half-billion dollar expansion of its’ polypropylene production unit. The project is expected to start in 2021 and create upwards of 600 jobs during construction and 65 permanent jobs upon completion.

IMPROVING GOVERNMENT EFFICIENCY & EFFECTIVENESS

Since taking office in January 2017, Mayor Broome has identified ways to streamline the management and efficiency of City-Parish Government. These efforts have identified up to \$7 million in potential savings.

This includes investing in technology and tools to measure performance and effectiveness as well as making it easy to register with the City-Parish as a new vendor and do business securely and electronically.

Vendor Self Service-In June 2018, Mayor Broome announced the launch of the Vendor Self Service (VSS) portal as part of a multi-year effort to modernize City-Parish financial and purchasing systems, which makes it easier for companies to do business with the CityParish and stay “in the loop” on new and upcoming contracting opportunities.



“We’re honored to partner with the city of Baton Rouge to equip entrepreneurs with new tools and resources that will help expand their businesses globally.” - Devin Wenig, President and CEO of eBay Inc.

BRLA.gov: Our Digital Front Door In 2018, Mayor Broome announced the launch of an all-new website and brand for City-Parish, featuring a new name, features, and a new way of doing business with Baton Rouge residents. The new website replaces the former BRGov.com site that was more than 20 years old.

Open Checkbook BR: An Unprecedented View into City-Parish Spending In 2018, the City-Parish launched Open Checkbook BR – one of the first major accomplishments through the City-Parish’s open data policy. The program offers an unprecedented, interactive view into City-Parish government spending that is both sortable and searchable.





A SAFE, HOPEFUL, HEALTHY COMMUNITY

This framework aims to establish a preventative system that defines best practices on how the Baton Rouge community can invest time, energy, creativity and resources to produce better quality of life outcomes.

By design, Safe, Hopeful, Healthy Baton Rouge will encompass an array of prevention strategies, carried forward by diverse stakeholders, in diverse sectors, all aimed at shifting social conditions, policies, practices and resources to advance health, public safety and wellbeing in communities.

ENGAGING OUR COMMUNITY

STRENGTHEN FAMILY SUPPORT

The **Division of Human Development and Services (DHDS)** develops collaborative strategies and maximizes resources to help children, individuals, and families reach their highest level of economic security and stability improving their quality of life.

Through support service programs such as **Ryan White HIV/AIDS, EBRP Head Start, Employ BR, and the Office of Social Services**, DHDS has collectively impacted the lives of nearly 50,000 residents. These services have contributed over \$30 million to improving the quality of life outcomes.

BOOST EDUCATION

Cradle to K is Mayor Broome’s award winning early learning program that strengthens the culture of parenting in Baton Rouge. 90% of parents who participate in this initiative report that their connections to local resources and parent networks are highly effective.

In collaboration with LSU, SU, BRCC and EBR Parish Schools, **Capital Area Promise** is an education initiative to guarantee that all students have the opportunity to enroll in college and/or enter the workforce with skills to succeed. Through 10 goals, Capital Area Promise leverages existing and new programs from each institution in the areas of academic achievement, access, affordability and teacher preparation.



PRIORITIZE THE VOICES & EXPERIENCES OF INDIVIDUALS

Mayor Broome’s “**15 Minutes with the Mayor**” gives City-Parish residents the opportunity to meet with her on a topic of their choice or share strategic solutions and recommendations.



EMPOWERING YOUTH

During the course of her administration, Mayor Broome has provided a work experience for nearly 1,000 local youth. In Summer 2019, she brought together a collaborative of youth-serving agencies in our community to establish the **Mayor’s Youth Workforce Experience**.

MYWE participants gain workplace skills, training & enrichment, mentorship and learn civic responsibility.

RESHAPE CRIMINAL & JUVENILE JUSTICE SYSTEMS

Juvenile Services continues to focus on strategic community initiatives to serve the existing detention population while also building preventative strategies for area youth.

In Fall 2019, the Department of Juvenile Services worked with Juvenile Court to modify conditions of probation, mandating youth to report to **EmployBR** to determine eligibility. If deemed eligible, there is a requirement to participate in Employ BR’s continuing education and/or employment program.

BUILD A CULTURE OF HEALTH

In 2018, **HealthyBR** completed a Community Health Needs Assessment and accompanying Community Health Improvement Plans. These plans have a data-driven approach to addressing the Social Determinants of Health and health disparities found throughout our community. With a focus on community engagement and best practices from across the country, HealthyBR will contribute to Mayor Broome’s S.M.A.R.T blueprint to address economic stability, neighborhood and physical environment, education, food access, community and social connection, and access to healthcare.



GEAUX GET HEALTHY

In November 2018, Mayor Broome launched **Geaux Get Healthy**, a program that provides access to fresh food throughout the community. In the last year, Geaux Get Healthy engaged over 4,000 people and distributed over 6,000 units of fresh food to people living in the 70805 zip code. This year the program is expanding to four additional zip codes.

Fresh Food Retailer Initiative: Mayor Broome secured 1.8 million dollars (general fund, CDBG grants, Geaux Get Healthy) to address food deserts, in partnership with HOPE Credit Union, to attract grocery stores into underserved areas.

EXPAND HEALING CENTERED, TRAUMA INFORMED PRACTICE

Through an initiative called **Collective Healing**, Baton Rouge Police and 15 community-based agencies and organizations collaborate to improve community/police relationships. The approach is through a trauma-informed lens and addressing officer wellness.

Since its start in 2017, **reCAST BR Coalition** has provided trainings and services to promote healing to over 5,000 law enforcement officers, first responders, educators, behavioral health clinicians, and citizens throughout City-Parish.

